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F A M I N E C A M P A I G N R O U N D U P

WHEAT GOAL IS MET

"... THE CRISIS IS NOT OVER. It will not be over when we reach our half-year goal. Cooperation and determined effort by the public -- by each one of us -- must be continued during the coming months of hunger abroad."

This was President Truman's warning as he commented June 27 on the report on food grains shipped abroad in the first 6 months of 1946.

The United States has shipped a record-smashing 5-1/2 million tons (205,300,000 bushels) of wheat abroad for famine relief during the last 6 months and will meet its half-year goal of 6 million tons in another 3 weeks.

This message of achievement has been given to the nation by President Truman who praised the "splendid cooperation of Americans in conserving bread at home and in public eating places, the remarkable production of American farmers, the unstinting cooperation of millers and bakers, and the united efforts of the Famine Emergency Committee and the various agencies of our Government."

The report said that the last 500,000 tons of wheat needed to meet the 6-month goal already is in posession of the Government and should be on ships by late July.

In addition to the wheat shipments, 423,000 tons (16,920,000 bushels) of corn purchased under the bonus plan during April and May have been exported for famine relief during May and June.

Export shipments of other corn, rye, barley, and oats since January 1 total 294,500 long tons, further evidence of this country's contribution to relieve famine.

Approximately one-third of the wheat exported since January 1 was in the form of flour.

Wheat shipped during the next 3 weeks to complete the 6-million-ton goal will not be deducted from the 250 million bushels of grain we have scheduled for export during the crop year beginning July 1.

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LOANS OF WHEAT FOR FLOUR TO CONTINUE

Loans of wheat from Department of Agriculture supplies to flour mills in areas where bread is very short will be continued through July.

The wheat will be loaned to millers only in cases where their wheat and flour total less than one-half of their authorized grind for domestic distribution. The authorized grind for July is 85 percent of the monthly average quantity of flour produced for domestic use in 1945. This is an increase over the 75 percent grind permitted in June.

Grain Branch offices of the Production & Marketing Administration at Kansas City, Chicago, Minneapolis, and Portland, Oregon, are handling applications under the loan program. Approximately 7,500,000 bushels of wheat had been released to millers through June 24 under this program.

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MEAT CONSUMPTION DOWN SLIGHTLY

U. S. civilians will have from 135 to 140 pounds of meat per capita in the year beginning July 1, the Department of Agriculture estimates. In the year just past, the per capita supply was from 145 to 150 pounds and the prewar rate was 126 pounds.

Reduced meat supplies are due chiefly to the smaller pig crop in sight and the marketing of animals at lighter weights. This is in line with the Government's program to conserve grain for direct human consumption, with emphasis on needs for relief abroad.

Heavy supplies of poultry and eggs are ahead for the coming year, but demand for these products is likely to be larger because of less red meats.

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BRITAIN TO RATION BREAD

Britain has taken drastic steps to conserve the "basic food supply of the British people." Food Minister John Strachey announced June 27 that Britain would ration bread and flour beginning July 26.

Cutting food to a point as low as at any time during the war, the bread ration will be about 9 ounces daily for adults, with 2 to 8 ounces for children and 15 ounces for manual workers. This bread ration will be about 3 ounces a week less than present average consumption. A special allowance -- 12 ounces -- is made for boys and girls between the ages of 11 and 18.

Bread rationing for consumers will operate by means of coupons entitling each person to a 1-pound 12-ounce loaf of bread for 4 units, a pound of flour for 3 units, or a pound of "flour confectionery" -- cakes of various kinds -- for 2 units.

The remainder of the weekly food ration is about the same as during the war -- 2 ounces of butter, 2 ounces of lard, 4 ounces of margarine, 3 ounces of bacon, 2 ounces of cheese, 8 ounces of sugar, 3 ounces of tea, 2 eggs, and $2\frac{1}{2}$ pints of milk.

Fresh fruits and vegetables are not rationed but most kinds are expensive.

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WORLD FOOD CRISIS

Long-term objectives of peace don't mean a thing to parents watching their children starve, Assistant Secretary W. L. Clayton of the State Department said at a Famine Emergency Food rally in New York City.

"Our objectives are peace and a rising standard of living in a world of free men," said Mr. Clayton. "But, to a mother or father watching their starving children waste away day after day, these are nothing but words, words, words."

"Does a man whose vitals are gnawed by hunger care what we do about the atomic bomb? Indeed what does a man care about anything except to obtain food, peaceably, if possible; otherwise, if need be."

He pointed out that the current famine situation "will hardly be corrected in one year of favorable growing weather," and added, "there is, therefore, the most urgent need not only to main the present rate of shipments but to increase them if that be possible."

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"ON THE SCENE" REPORT FROM THE ORIENT

How UNRRA importations of evaporated milk and flour from the United States broke the back of the black market in the Philippines this year was told by Glenn Briggs, chief agricultural rehabilitation officer for UNRRA in the Southwest Pacific area, who was a member of a mission to study relief needs and farm recovery in Korea.

"Armed guards were needed to protect the first consignments of food and clothing unloaded in the Philippines," said Mr. Briggs. "There was an excessive black market on every hand. Before evaporated milk cargoes were landed the current retail price of available supplies in stores was \$5 (10 pesos) per No. 2 can, and within a few days after the American milk arrived the price fell to 80 cents. Bread in a similar way fell from about 50 cents a loaf, to 15 cents following the importation of our flour."

Mr. Briggs contrasted the systematic method of registration of needy people for food and clothing rationing in Manila with the chaotic situation in China, where service of this kind was difficult, if not impossible, to administer. Mr. Briggs saw dead and dying victims of the famine on streets and in the fields of China. It had become so common that a passerby hardly stopped to notice it.

Mr. Briggs said that north China is a wheat growing country, with rice almost unknown, while the heavy populations of south and central provinces rely wholly upon rice. Shanghai has many modern flour mills, where the extraction rate is high to retain more protein with the hulls in the flour. He saw numerous primitive flour mills in upper China, some run by hand-power or by water buffalo.

Transportation, farm implements, seeds and hand tools are among the chief needs in China right now, aside from the emergency food, Mr. Briggs declared. He told how iron-tipped wooden plows were being supplied, while some old-style hand tools favored there were duplicated by American firms and fitted to wood handles in China. In a few cases local country blacksmiths fashion such tools from our steel. UNRRA is scouting through Indo-China and the South Pacific for native water buffalo with which to replace the beasts of burden in China.

Korea, Mr. Briggs found, was not so badly wrecked by war as China, although the enemy robbed widely and stripped the land, including removal of all trucks. The country was beginning to feel the pinch of hunger as early as last winter, however.

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WHY HUNGARY STARVES!

Jack Bell, foreign correspondent for the Chicago Daily News, points out why the war-torn country of Hungary doesn't bounce back fast.

The prewar population of 9 million, half of whom were farmers, produced 25 percent more food than they used. But Hitler left Hungarians less to eat than they needed and stripped the country of huge food stocks, machinery, and farm implements for use in Austria.

Bread today is made of potatoes and corn with fractions of wheat and rye. There's no oil or fat because livestock is gone. Sugar is short because of disruption of sugar beet growing. Milk is short, and infant mortality is up 25 percent.

Shops have food but at prices few can pay. A kilogram of fat costs \$1.50. Skilled workers get \$5 a month, and the prime minister gets \$10 a month. Factories keep labor by giving food.

"What can we do?" they ask helplessly. Bell concludes, "The answer is in the future somewhere. Even the nations which won haven't found it -- and Hungary came in second."

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U. S. CORN IN THE FRENCH ZONE

J. R. Dupard, Chief of the French Food Mission in the U. S. reports that corn sent to the French Zone of Occupation in Germany is all used for human consumption. The rate of extraction from corn is 98 percent, and the capacity of the mills in the Zone runs around 300 tons a day. Corn flour is mixed with wheat flour to make bread, with the percentage of corn flour between 10 and 15 percent.

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GIRL SCOUTS COOPERATE

"A Girl Scout is a friend to all and a sister to every other Girl Scout." -- Fourth Law of the Girl Scouts of America.

American youth must be served. The Girl Scouts of America have put their pleas for food for starving Europeans before the public eye.

In their May issue of "The Leader", the Scouts point out that 48 countries of the world have Girl Scouts and Girl Guides. For this reason, the National Girl Scout Council is asking each and every member to share food so their "sisters" may live.

On the cover of "The Leader" is a picture of two Greek children in the mountains of Greece. To share American food with these and other European children, the Scouts are following the recommendations of President Truman's Famine Emergency Committee to share more wheat, fats and oils, and to conserve critical foods.

One of the troop activities described in the article "Girl Scouts Pull in Their Belts," appearing in the "American Girl" is eating a typical meal served Europe's children. Menus for the meals are obtained from headquarters, which since last fall has sponsored "Share the Food Day" troop parties.

Nor are the 1,150,000 Girl Scouts in America ignoring the adult population. They have placed 153,000 copies of the "Leader" in the hands of adults. Every Scout takes her new lesson home to her parents.

"Out of the mouth of babes....."

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THE WOMEN

The Women's Auxiliary News, CIO, for June 1946, continues to urge members to keep up the fight against famine in every possible way. According to the article, "It's the fashion to: Simplify meals, avoid overloading plates, eat the last bite of food, eat the food garnishes, tip the soup bowl, squeeze the grapefruit, pick chicken and other bones, serve sandwiches with crusts, refuse food that will not be eaten."

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The American Home Economics Association has canceled its usual banquet at their national convention in Cleveland June 23 to 27 because of the food situation.

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Gladys Talbott Edwards, Director of Education, National Farmers Union, in her column in the June 15 issue of the National Union Farmer, tells of a recent inspiring camp meeting of local and county directors of education of the Minnesota Farmers Union, made up of women who had multiple duties — husband, children, house, garden, poultry — "These women knew that the salvation of their homes lies not just in keeping the beds made or the cobwebs out of corners," Miss Edwards writes, "but in their understanding of world problems."

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In a full-page on the famine situation, Joe Murphy, Homemaking Department, Wallaces' Farmer and Iowa Homestead, urges women to continue gardening, canning and preserving fruit and vegetables, using the new flour with least waste, saving fats and oils. Suggestions on stretching bread are given, and a number of recipes to substitute potatoes for bread.

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FAMINE CAMPAIGN WINDOW DISPLAY

- : A Famine Campaign Window Display, an easily mounted, versatile display, is being produced and will be available in about a month for distribution to State and County Emergency Food Program managers and chairmen of the Famine Emergency Committees in large cities.
- : The display consists of two large (18-3/8" x 26") famine photos, one poster (18-3/8" x 26") listing six points on how the individual can help save a life, one sheet (18-3/8" x 26") containing six smaller photographs illustrating various campaign appeals, and one 5-foot streamer with the words, "Save Food, Fight Famine."
- : The photographs and printed material in the display are being printed on paper that can be rolled up and inserted in a mailing tube.
- : Accompanying the five pieces that make up this package will be an instruction sheet suggesting ways to use the material and how local materials can be incorporated in the display.

YOUTH CONFERENCE PLANNED

Under way is a movement to mobilize American youth groups nationally in the Famine Emergency Program. If present plans result as expected, the "kick-off" will be sometime in July at Washington, D. C. Future programs will be planned at that time, with the representatives of about 17 youth groups taking the lead in charting famine activities.

Tentatively scheduled for the meeting are a visit to the White House, a famine luncheon, and a round-table discussion.

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MARCH OF TIME

The "March of Time" radio show, off the air since last summer, re-assembled its staff for a one-shot program over CBS on June 25, devoting the script to famine. For several weeks Time's overseas correspondents cabled latest spot news on hunger conditions, and a staff of 80 put the show together. Lipton, Inc. gave the radio time and paid part of the production costs. Reports say it was one of Time's more vivid, dramatic broadcasts, and should move American to do something about famine abroad.

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FAT SALVAGE

Another week of Radio network Allocations has been obtained through the Advertising Council, beginning July 22. Collections last few weeks have skidded, a great part of which is due to meat shortage, some due to usual summer slump.

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FITZGERALD TO IEFC

D.A. FitzGerald, Director of the Office of Requirements and Allocations, PMA, who went with Mr. Hoover on his European, Asiatic, and South American trips, has been named Secretary General of the International Emergency Food Council. This is the organization set up under the Food and Agriculture Organization of the United Nations to take over the duties of the Combined Food Board. Canadian-born Mr. FitzGerald will take 18 months leave from the Department of Agriculture with which he has been associated since 1935, starting in AAA. He has served successively with the Bureau of Agricultural Economics, the Office of Agricultural Defense Relations (later War Relations), the Food Production Administration as Deputy Director, the Office of Requirements and Allocations, PMA, as Director and deputy U.S. Member of the Combined Food Board.

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***All slices of bread are cut in half for staff and employees.

***When creamed mixtures are served on toast, no other bread is offered.

***Fruit is served more often. Pastry is saved by serving one-crust pies and open tarts or deep dish pies with no bottom crust and pastry strips or diamond shaped pieces of pastry on top.

***Fruit whips are served instead of pastries.

***Potato cakes for breakfast are served with fried pork or bacon — no bread or toast.

***Creamed mixtures are served on cooked asparagus, instead of toast, or in tomato or green pepper cups.

***Chicken sometimes is floured by shaking it in a bag containing flour and seasonings. Too often the left-over mixture was thrown away. Use a heavy vegetable bag. Fold carefully after use and save until needed again.

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To Local FEC Chairmen:

Newspaper advertising is one of the valuable methods for disseminating famine information. It is timely — direct — and can be geared to the needs of each community. To assist local committees in securing newspaper advertising, two sets of advertisements were prepared and distributed:

- 1) The series prepared by the Advertising Council, proofs of which were sent to all daily newspapers. Mats were offered without charge to all who requested them.
- 2) The series prepared by the National Retail Dry Goods Association, proofs of which were sent to all department stores.

Committees in cities where these ads have not been used can help the program by helping the newspapers obtain sponsorship for the advertisements. The ads can be revised easily to fit any local situation.

HOOVER REPORT

Highlights of ex-President Hoover's report to the FEC on June 24 regarding his trip to Central and South America, were latest figures on the import-export picture. On May 13 the committee told President Truman importing Latin-American countries would need 800,000 tons of cereals for the 4 months June to September; now Hoover could report they would take only 420,000 tons. Exports of cereals and beans from these countries during the 4 months May to August were increased from the earlier figure of 2,150,000 tons to about 2,600,000 tons, with even more in prospect. Taking these decreased requirements and increased supplies, co-operation of the Latin-American countries makes available over 800,000 tons more cereals and beans than previously estimated. "These nations are making a real contribution to closing the gap in supplies to the hungry world," Mr. Hoover concluded.

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PLENTIFUL FOODS

Advertising Council reports that, beginning July 8 and continuing "until further notice," local radio station will devote allocations to the abundance of potatoes. Stations are warned in the Council's information sheet, however, that no announcements should be put on the air until local markets are checked through the PM office, thus making sure spuds are abundant in that area.

Governor Coke Stevenson proclaimed this week "Texas Potato Week" in the Lone Star State.

Peaches are coming in for the build-up as an abundant food; will probably get local radio allocations for these when crop starts rolling in volume. Radio allocations on National Home Food Preservation Week (July 15-22) will give peaches boost as good items to be preserved at home or in Community Canning Centers.

Onions look now as if a program may have to be started to move a pretty good crop.

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HERE'S HOW FOR HOUSEWIVES

Homemakers - 9 out of 10 of them - would like to have specific government suggestions on ways to conserve food in their homes and kitchens. This was one of the points turned up in the Owens-Illinois Glass Company survey on cooperation with the FEC program. It indicates a favorable audience for the following ways of conserving wheat, worked out and used by dietitians of Michigan hospitals and industrial plants, and reported by Mary I. Barber, who was a wartime consultant to the Army. These ways are somewhat different from methods previously listed:

LARGE-CITY COMMITTEES

Materials Enroute

Several local fill-in releases are in preparation and on the way to the large-city committee chairmen. In addition to two of the question-and-answer type, others cover points which should be brought to the attention of consumers at this stage of the national program.

Films for Famine Fighters — A limited number of prints of "Freedom and Famine" and "Our Children" are being held here in Washington for loan to local committees. No assurance can be given that your request can be filled, but you might want to explore the chances of using either film in your program. These are 16 mm., black-and-white sound films. Running time is 10 minutes for "F&F", 5 for "Our Children."

Junior League Cooperation

Reports from local chairmen frequently indicate that the local Junior League has taken over a specific project or joined in the general community-wide program for food conservation. At the recent annual conference of the Association of Junior Leagues of America, the outgoing Junior League president, Cecil Lester Jones, made a special talk on famine conditions and the need for food help from this country. As a member of the National Famine Emergency Council, she was able to supply the delegates with authoritative details. The Junior League magazine for June reported her talk.

Both the talk and the magazine article should be helpful factors in stimulating the cooperation of local Junior Leaguers with your famine emergency committees where this help hasn't been available up to this time.

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THIS WEEK'S FEATURE. Three reports of the kind that can be documented with news articles, radio scripts, and samples of materials, have been submitted to the Office of Emergency Food Programs by Bessie R. Saxton, Chairman of the OMAHA Famine Emergency Committee. This is evidence that the Omaha committee has worked efficiently and quickly to enlist the help of all agencies in the city to get the famine emergency message into every home.

The committee has had fine cooperation from local newspapers and radio stations. The Omaha World-Herald has given front-page space time and again to the famine relief program and has run a special series of photos on "The Pledge of the American Housewife," illustrating the five points of the pledge. Advertising agencies and radio staffs have

generously prepared special scripts and arranged for donation of time to carry the messages.

Mayor Charles V. Leeman proclaimed June 9-16 as Food Conservation Week, and various organizations planned special cooperation during that period. To start off, a special "Day in Europe" meal was served to representatives of 62 local organizations and the members of the full famine emergency committee. The guests had for lunch the same kind of meal that a European family might hope to have if their country's food supplies permitted 1,500 calories per person daily. The menu, with estimated calorie content of each item was:

Meat, 170; potato (large serving), 150; gravy from meat drippings, 20; carrots, 35; green leafy salad, 10; vinegar dressing without oil, 0; ice cream, 200; coffee, 0; total 585.

Sample menus for three meals totaling 1,500 calories were distributed at the luncheon and all Omaha families were encouraged to use such a meal once a week. Featured speaker at the luncheon was a former serviceman who was a prisoner of the Germans during the war. During the special week, the local Red Cross Chapter stationed its mobile canteen at various points and passed out food conservation materials.

An impressive feature of the Omaha report is that they deal exclusively with food conservation, not collection -- showing that an educational campaign, under good leadership and with cooperation of civic organizations, will work.

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BIRMINGHAM, ALA. — Negro storekeepers and ministers are cooperating fully in the committee's work, Chairman Amy H. Whitton reports.

DES MOINES, IOWA — The June 2 issue of the Des Moines Sunday Register carried a full page of pictures showing how various Des Moines families are putting into practice the main points of the famine emergency campaign.

DETROIT, MICH. — In its comprehensive list of activities, the Committee reports that the public relations department of the Detroit Public library has placed exhibits in 20 branches with photographs of under-nourished children and other graphic displays showing the need for food conservation.

NEW ORLEANS, LA. — Mr. Israel, Chairman, reports "wonderful cooperation" in the FEC program. Spearheading the educational drive is the New Orleans Association of Commerce and the Community Volunteer Service. The latter group distributed 100,000 printed "Famine Emergency pledges" of which 97,000 have been signed by housewives. Lesson Oil and Snowdrift people provided "Help Fight Famine" posters distributed to all stores, bakeries, restaurants and fire stations. Soundies Inc. has furnished equipment to show famine films -- already shown at 37 women's group meetings and to 68 secondary schools.